Parade Publication
PRINT AREAS AS OF Decem[illegible] 18, 1994
CIRCULATION ABC FAS-FAX & PUBLISHERS REPORTS -- CIRCULATION 37,604,285
ZONE # - 1 MARKET UNITS - 21 NEWSPAPERS - 31 CIRCULATION 4,709,480

11/11/94

PRODUCT - PHILIP MORRIS/MERIT
ISSUE DATE - 12/25/94 AD # - 8 AD CIRC - 5,899,319 SIZE- 1 4C QUEEN PAGE ADJ LINES - 87

CODE	MARKET UNITS		DMA #	DMA NAME	MARKET CIRCULATION	CLUSTER CIRCULATION	
120	BRIDGEPORT	CT	1	NEW YORK DMA	92,592		
207	DANBURY	CT	1	NEW YORK DMA	45,382		
735	STAMFORD	CT	1	NEW YORK DMA	54,432	192,406	
340	HARTFORD	CT	23	HARTFORD- NEW HAVEN DMA	320,859	320,859	01
467	NEW LONDON	CT	23	HARTFORD- NEW HAVEN DMA	47,193		01
785	WATERBURY	CT	23	HARTFORD- NEW HAVEN DMA	76,420	123,613	01
520	PORTLAND	ME	74	PORTLAND-AUBURN DMA	139,664	139,664	
110	BOSTON	MA	6	BOSTON DMA	815,265	815,265	
348	HYANNIS, CAPE COD	MA	6	BOSTON DMA	53,155	53,155	
460	NEW BEDFORD	MA	43	PROVIDENCE-NEW BEDFORD DM	48,161	48,161	
720	SPRINGFIELD	MA	99	SPRINGFIELD-HOLYOKE, MASS	157,063	157,063	
817	WORCESTER	MA	6	BOSTON DMA	142,525	142,525	
422	MANCHESTER	NH	6	BOSTON DMA	99,253		
531	PORTSMOUTH	NH	6	BOSTON DMA	16,283	115,536	
095	BERGEN/HACKENSACK	NJ	1	NEW YORK DMA	224,526	224,526	
450	NEWARK	NJ	1	NEW YORK DMA	696,567	696,567	
135	WILLINGBORO	NJ	4	PHILADELPHIA DMA	47,865		
603	SALEM	NJ	4	PHILADELPHIA DMA	10,145		
769	TRENTON	NJ	4	PHILADELPHIA DMA	95,946		
818	WOODBURY	NJ	4	PHILADELPHIA DMA	26,763	180,719	
020	ALBANY	NY	52	ALBANY-SCHENECTADY-TROY D	162,035	162,035	01
058	AUBURN	NY	76	SYRACUSE DMA	17,279		01
750	SYRACUSE	NY	76	SYRACUSE DMA	213,602	230,881	01
134	CANANDAIGUA	NY	71	ROCHESTER DMA	13,912		
322	GENEVA	NY	71	ROCHESTER DMA	19,538	33,450	
192	CORNING	NY	165	ELMIRA DMA	14,889	14,889	
425	MIDDLETOWN	NY	1	NEW YORK DMA	102,021		
740	STATEN ISLAND	NY	1	NEW YORK DMA	94,719	196,740	
476	NEWSDAY/MELVILLE	NY	1	NEW YORK DMA	800,745	800,745	
525	PLATTSBURGH	NY	90	BURLINGTON-PLATTSBURGH DM	24,972	24,972	
569	RUTLAND/BARRE	VT	90	BURLINGTON-PLATTSBURGH DM	35,709	35,709	

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Parade Publications
PRINT AREAS AS OF December 18, 1994
CIRCULATION ABC FAS-FAX & PUBLISHERS REPORTS -- CIRCULATION 37,604,285
ZONE # - 2 MARKET UNITS - 47 NEWSPAPERS - 81 CIRCULATION 6,896,293

11/11/94

PRODUCT - PHILIP MORRIS/MERIT
ISSUE DATE - 12/25/94 AD # - 8 AD CIRC - 5,899,319 SIZE- 1 4C QUEEN PAGE ADJ LINES - 87

CODE	MARKET UNITS		DMA #	DMA NAME	MARKET CIRCULATION	CLUSTER CIRCULATION	
093	BELLEVILLE	IL	19	ST. LOUIS DMA	62,617		
141	CENTRALIA	IL	19	ST. LOUIS DMA	13,234	75,851	
136	CARBONDALE	IL	73	PADUCAH-CAPE GIRARDEAU-HA	35,218	35,218	
179	CHICAGO	IL	3	CHICAGO DMA	1,111,283	1,111,283	
222	DECATUR	IL	77	CHAMPAIGN-SPRINGFIELD-DEC	53,062		
710	SPRINGFIELD	IL	77	CHAMPAIGN-SPRINGFIELD-DEC	76,961	130,023	
510	PEORIA	IL	112	PEORIA DMA	108,407	108,407	
535	QUINCY	IL	158	QUINCY-HANNIBAL-KEOKUK DM	30,757	30,757	
744	STERLING	IL	84	DAVENPORT-ROCK ISLAND-MOL	14,224	14,224	
108	BLOOMINGTON	IN	26	INDIANAPOLIS DMA	46,842		
368	KOKOMO	IN	26	INDIANAPOLIS DMA	29,763		
386	LOGANSPORT	IN	26	INDIANAPOLIS DMA	14,590		
447	MUNCIE	IN	26	INDIANAPOLIS DMA	37,282	128,477	
270	EVANSVILLE	IN	95	EVANSVILLE DMA	119,194	119,194	
290	FORT WAYNE	IN	102	FORT WAYNE DMA	137,068	137,068	
312	GARY	IN	3	CHICAGO DMA	83,323		
325	MUNSTER/LAKE COUNTY	IN	3	CHICAGO DMA	75,805	159,128	
352	INDIANAPOLIS	IN	26	INDIANAPOLIS DMA	406,980	406,980	
454	NEW ALBANY	IN	50	LOUISVILLE DMA	12,256	12,256	
703	SOUTH BEND	IN	85	SOUTH BEND-ELKHART DMA	122,972	122,972	
756	TERRE HAUTE	IN	141	TERRE HAUTE DMA	43,986		
779	VINCENNES	IN	141	TERRE HAUTE DMA	15,882	59,868	
140	CEDAR RAPIDS	IA	82	CEDAR RAPIDS-WATERLOO-DUB	85,018		
244	DUBUQUE	IA	82	CEDAR RAPIDS-WATERLOO-DUB	38,748		
786	WATERLOO	IA	82	CEDAR RAPIDS-WATERLOO-DUB	53,804	177,570	
200	COUNCIL BLUFFS	IA	75	OMAHA DMA	19,739	19,739	01
210	DAVENPORT	IA	84	DAVENPORT-ROCK ISLAND-MOL	84,995	84,995	
287	FORT DODGE	IA	72	DES MOINES-AMES DMA	21,948	21,948	01
416	MASON CITY	IA	145	MASON CITY-AUSTIN-ROCHEST	22,723		
690	SIOUX CITY	IA	143	SIOUX CITY DMA	50,339	73,062	
039	ANN ARBOR	MI	9	DETROIT DMA	68,639		
439	MONROE	MI	9	DETROIT DMA	24,380		
528	PONTIAC	MI	9	DETROIT DMA	81,297	174,316	
086	BAY CITY	MI	59	FLINT-SAGINAW-BAY CITY DM	51,622		01
306	FLINT	MI	59	FLINT-SAGINAW-BAY CITY DM	124,074		01
572	SAGINAW	MI	59	FLINT-SAGINAW-BAY CITY DM	66,653	242,349	01
313	GRAND RAPIDS	MI	37	GRAND RAPIDS-KALAMAZOO-BA	193,837		01
377	KALAMAZOO	MI	37	GRAND RAPIDS-KALAMAZOO-BA	81,939		01
438	MUSKEGON	MI	37	GRAND RAPIDS-KALAMAZOO-BA	50,839	326,615	01
353	JACKSON	MI	104	LANSING DMA	43,584	43,584	
408	MARQUETTE	MI	177	MARQUETTE DMA	20,509	20,509	
763	TRAVERSE CITY	MI	126	TRAVERSE CITY-CADILLAC DM	35,476	35,476	

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Parade Publications
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CIRCULATION ABC FAS-FAX & PUBLISHERS REPORTS -- CIRCULATION 37,604,285
ZONE # - 2 MARKET UNITS - 47 NEWSPAPERS - 81 CIRCULATION 6,896,293

11/1[redacted]

PRODUCT - PHILIP MORRIS/MERIT
ISSUE DATE - 12/25/94 AD # - 8 AD CIRC - 5,899,319 SIZE- 1 4C QUEEN PAGE ADJ LINES - 87

CODE	MARKET UNITS		DMA #	DMA NAME	MARKET CIRCULATION	CLUSTER CIRCULATION	
022	ALBERT LEA	MN	145	MASON CITY-AUSTIN-ROCHEST	7,940		
026	AUSTIN	MN	145	MASON CITY-AUSTIN-ROCHEST	7,677		
412	MANKATO	MN	191	MANKATO DMA	26,523		
468	NEW ULM	MN	191	MANKATO DMA	10,560		
813	WINONA	MN	134	LA CROSSE-EAU CLAIRE DMA	13,915	66,615	
118	BRAINERD	MN	15	MINNEAPOLIS-ST. PAUL DMA	16,780		01
277	FARIBAULT	MN	15	MINNEAPOLIS-ST. PAUL DMA	7,601		01
491	OWATONNA	MN	15	MINNEAPOLIS-ST. PAUL DMA	7,593		01
590	ST PAUL	MN	15	MINNEAPOLIS-ST. PAUL DMA	276,080	308,054	01
245	DULUTH	MN	125	DULUTH-SUPERIOR DMA	82,945	82,945	
316	GRAND ISLAND	NE	98	LINCOLN-HASTINGS-KEARNEY-	25,804		
370	LINCOLN	NE	98	LINCOLN-HASTINGS-KEARNEY-	85,686	111,490	
485	OMAHA	NE	75	OMAHA DMA	292,294	292,294	01
106	BISMARCK	ND	153	MINOT-BISMARCK-DICKINSON	33,237		
427	MINOT	ND	153	MINOT-BISMARCK-DICKINSON	26,780	60,017	
280	FARGO	ND	108	FARGO-VALLEY CITY DMA	70,465	70,465	
010	AKRON	OH	12	CLEVELAND DMA	226,333	226,333	
132	CANTON	OH	12	CLEVELAND DMA	80,964		
253	ELYRIA	OH	12	CLEVELAND DMA	38,324	119,288	
214	DAYTON	OH	53	DAYTON DMA	225,215		
730	SPRINGFIELD	OH	53	DAYTON DMA	45,454		
762	TROY	OH	53	DAYTON DMA	13,002	283,671	
323	HAMILTON	OH	29	CINCINNATI DMA	27,415		
426	MIDDLETOWN	OH	29	CINCINNATI DMA	24,277	51,692	
745	STEUBENVILLE	OH	137	WHEELING-STEUBENVILLE DMA	30,736		
840	ZANESVILLE	OH	201	ZANESVILLE DMA	23,521	54,257	
414	MARION	OH	34	COLUMBUS, OHIO DMA	19,736		
451	NEWARK	OH	34	COLUMBUS, OHIO DMA	22,558	42,294	
758	TOLEDO	OH	64	TOLEDO DMA	207,487	207,487	
830	YOUNGSTOWN	OH	94	YOUNGSTOWN DMA	132,207	132,207	
346	HURON	SD	107	SIOUX FALLS-MITCHELL DMA	10,542		01
539	RAPID CITY	SD	172	RAPID CITY DMA	36,547	47,089	01
042	APPLETON	WI	68	GREEN BAY-APPLETON DMA	75,768		01
490	OSHKOSH	WI	68	GREEN BAY-APPLETON DMA	26,280	102,048	01
379	KENOSHA	WI	28	MILWAUKEE DMA	30,169		01
536	RACINE	WI	28	MILWAUKEE DMA	38,177	68,346	01
371	LA CROSSE	WI	134	LA CROSSE-EAU CLAIRE DMA	41,418	41,418	
420	MADISON	WI	93	MADISON DMA	167,557	167,557	
431	MILWAUKEE	WI	28	MILWAUKEE DMA	488,857	488,857	01

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Parade Publications
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CIRCULATION ABC FAS-FAX & PUBLISHERS REPORTS -- CIRCULATION 37,604,285
ZONE # - 3 MARKET UNITS - 24 NEWSPAPERS - 40 CIRCULATION 4,717,045

11/1[illegible]4

PRODUCT - PHILIP MORRIS/MERIT
ISSUE DATE - 12/25/94 AD # - 8 AD CIRC - 5,899,319 SIZE- 1 4C QUEEN PAGE ADJ LINES - 87

CODE	MARKET UNITS		DMA #	DMA NAME	MARKET CIRCULATION	CLUSTER CIRCULATION	
246	DOVER	DE	4	PHILADELPHIA DMA	32,667	32,667	
072	BALTIMORE	MD	22	BALTIMORE DMA	491,572	491,572	01
329	HAGERSTOWN	MD	7	WASHINGTON DC DMA	38,871	38,871	
605	SALISBURY	MD	164	SALISBURY DMA	32,299	32,299	
030	ALLENTOWN	PA	4	PHILADELPHIA DMA	189,363		
243	DOYLESTOWN	PA	4	PHILADELPHIA DMA	50,225		
369	LEVITTOWN	PA	4	PHILADELPHIA DMA	77,940		
540	READING	PA	4	PHILADELPHIA DMA	110,383	427,911	
260	ERIE	PA	142	ERIE DMA	102,463	102,463	
330	HARRISBURG	PA	44	HARRISBURG-LANCASTER-LEBA	178,392		01
365	LANCASTER	PA	44	HARRISBURG-LANCASTER-LEBA	105,403		01
828	YORK	PA	44	HARRISBURG-LANCASTER-LEBA	90,089	373,884	01
241	DUBOIS	PA	91	JOHNSTOWN-ALTOONA DMA	13,131		
358	JOHNSTOWN	PA	91	JOHNSTOWN-ALTOONA DMA	55,587		
738	STATE COLLEGE	PA	91	JOHNSTOWN-ALTOONA DMA	34,323	103,041	
513	PITTSBURGH	PA	18	PITTSBURGH DMA	461,469	461,469	
672	SCRANTON	PA	47	WILKES BARRE-SCRANTON DMA	84,269		
747	STROUDSBURG	PA	47	WILKES BARRE-SCRANTON DMA	24,657		
752	SUNBURY	PA	47	WILKES BARRE-SCRANTON DMA	28,326		
761	TOWANDA	PA	47	WILKES BARRE-SCRANTON DMA	9,202		
808	WILLIAMSPORT	PA	47	WILKES BARRE-SCRANTON DMA	42,206		
809	WILKES-BARRE	PA	47	WILKES BARRE-SCRANTON DMA	77,578	266,238	
773	UNIONTOWN	PA	18	PITTSBURGH DMA	33,534	33,534	
123	BRISTOL	VA	89	TRI-CITIES, TENN-VA. DMA	46,871	46,871	
406	LYNCHBURG	VA	65	ROANOKE-LYNCHBURG DMA	43,841		
415	MARTINSVILLE	VA	65	ROANOKE-LYNCHBURG DMA	20,274	64,115	
470	NEWPORT NEWS	VA	38	NORFOLK-PORTSMOUTH-NEWPOR	125,294	125,294	
475	NORFOLK	VA	38	NORFOLK-PORTSMOUTH-NEWPOR	238,885	238,885	
512	PETERSBURG	VA	54	RICHMOND-PETERSBURG DMA	18,768	18,768	01
743	STAUNTON	VA	54	RICHMOND-PETERSBURG DMA	22,923	22,923	
545	RICHMOND	VA	54	RICHMOND-PETERSBURG DMA	255,621	255,621	01
560	ROANOKE	VA	65	ROANOKE-LYNCHBURG DMA	126,565	126,565	
780	WASHINGTON	DC	7	WASHINGTON DC DMA	1,163,338	1,163,338	
176	CLARKSBURG	WV	161	CLARKSBURG-WESTON DMA	24,390		
276	FAIRMONT	WV	161	CLARKSBURG-WESTON DMA	15,792		
498	PARKERSBURG	WV	182	PARKERSBURG W VA DMA	42,598		
800	WHEELING	WV	137	WHEELING-STEUBENVILLE DMA	55,137	137,917	
150	CHARLESTON	WV	55	CHARLESTON-HUNTINGTON DMA	105,615	105,615	
443	MORGANTOWN	WV	18	PITTSBURGH DMA	27,821	27,821	
413	MARTINSBURG	WV	7	WASHINGTON DC DMA	19,363	19,363	

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Parade Publications
PRINT AREAS AS OF December 18, 1994
CIRCULATION ABC FAS-FAX & PUBLISHERS REPORTS -- CIRCULATION 37,604,285
ZONE # - 4 MARKET UNITS - 40 NEWSPAPERS - 76 CIRCULATION 8,030,652

11/11

PRODUCT - PHILIP MORRIS/MERIT
ISSUE DATE - 12/25/94 AD # - 8 AD CIRC - 5,899,319 SIZE- 1 4C QUEEN PAGE ADJ LINES - 87

CODE	MARKET UNITS		DMA #	DMA NAME	MARKET CIRCULATION	CLUSTER CIRCULATION	
041	ANCHORAGE	AK	157	ANCHORAGE DMA	95,542		01
278	FAIRBANKS	AK	205	FAIRBANKS DMA	22,927		01
384	JUNEAU	AK	216	UNCLASSIFIED DMA	6,511	124,980	01
392	KINGMAN	AZ	20	PHOENIX DMA	7,849		
423	MESA	AZ	20	PHOENIX DMA	78,873		
533	PRESCOTT	AZ	20	PHOENIX DMA	17,201	103,923	
514	PHOENIX	AZ	20	PHOENIX DMA	607,010	607,010	
770	TUCSON	AZ	81	TUCSON-NOGALES DMA	184,857	184,857	
836	YUMA	AZ	179	YUMA-EL CENTRO DMA	29,487	29,487	
065	BAKERSFIELD	CA	117	BAKERSFIELD DMA	91,739		
660	SANTA BARBARA	CA	109	SANTA BARBARA-SANTA MARIA	55,543	147,282	
178	CHICO	CA	129	CHICO-REDDING DMA	30,837		
267	EUREKA	CA	185	EUREKA DMA	23,577		
542	REDDING	CA	129	CHICO-REDDING DMA	41,265	95,679	
310	FRESNO	CA	58	FRESNO-VISALIA DMA	190,898	190,898	
390	LONG BEACH	CA	2	LOS ANGELES-PALM SPRINGS	138,253		
643	SAN G/WHIT D/PASADNA	CA	2	LOS ANGELES-PALM SPRINGS	117,974		
768	TORRANCE	CA	2	LOS ANGELES-PALM SPRINGS	118,826	375,053	
440	MODESTO	CA	17	SACRAMENTO-STOCKTON DMA	92,289		
775	VALLEJO	CA	17	SACRAMENTO-STOCKTON DMA	22,638	114,927	
441	MONTEREY	CA	111	MONTEREY-SALINAS DMA	38,119	38,119	
480	OAKLAND	CA	5	SAN FRANCISCO-OAKLAND DMA	75,463		
665	SANTA ROSA	CA	5	SAN FRANCISCO-OAKLAND DMA	103,034	178,497	
479	OCEANSIDE	CA	25	SAN DIEGO DMA	52,824	52,824	
484	ONTARIO	CA	2	LOS ANGELES-PALM SPRINGS	88,067		
543	REDLANDS	CA	2	LOS ANGELES-PALM SPRINGS	8,206		
778	VICTORVILLE	CA	2	LOS ANGELES-PALM SPRINGS	30,730	127,003	
550	RIVERSIDE	CA	2	LOS ANGELES-PALM SPRINGS	171,139	171,139	
570	SACRAMENTO	CA	17	SACRAMENTO-STOCKTON DMA	348,597	348,597	
640	SAN DIEGO	CA	25	SAN DIEGO DMA	453,822	453,822	
642	SAN FRANCISCO	CA	5	SAN FRANCISCO-OAKLAND DMA	688,449	688,449	
650	SAN JOSE	CA	5	SAN FRANCISCO-OAKLAND DMA	346,820	346,820	
658	SANTA ANA	CA	2	LOS ANGELES-PALM SPRINGS	416,265	416,265	
183	COLORADO SPRINGS	CO	100	COLORADO SPRINGS-PUEBLO D	120,416		
534	PUEBLO	CO	100	COLORADO SPRINGS-PUEBLO D	54,732	175,148	
230	DENVER	CO	21	DENVER DMA	458,537	458,537	01
317	GRAND JUNCTION	CO	187	GRAND JUNCTION-MONTROSE D	35,680	35,680	
336	HILO	HI	69	HONOLULU DMA	23,341		
388	KAILUA-KONA	HI	69	HONOLULU DMA	13,843		
389	LIHUE, KAUAI COUNTY	HI	69	HONOLULU DMA	8,122		
784	WAILUKU	HI	69	HONOLULU DMA	23,830	69,136	
349	IDAHO FALLS	ID	162	IDAHO FALLS-POCATELLO DMA	29,601		
448	NAMPA	ID	136	BOISE DMA	20,194		
518	POCATELLO	ID	162	IDAHO FALLS-POCATELLO DMA	19,999		
772	TWIN FALLS	ID	203	TWIN FALLS DMA	23,499	93,293	

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PRINT AREAS AS OF December 18, 1994

CIRCULATION ABC FAS-FAX & PUBLISHERS REPORTS -- CIRCULATION 37,604,285

ZONE # - 4 MARKET UNITS - 40 NEWSPAPERS - 76 CIRCULATION 8,030,652

PRODUCT - PHILIP MORRIS/MERIT

ISSUE DATE - 12/25/94 AD # - 8 AD CIRC - 5,899,319 SIZE- 1 4C QUEEN PAGE ADJ LINES - 87

CODE	MARKET UNITS		DMA #	DMA NAME	MARKET CIRCULATION	CLUSTER CIRCULATION	
376	LEWISTON	ID	78	SPOKANE DMA	27,041	27,041	01
099	BILLINGS	MT	171	BILLINGS DMA	62,600		
116	BOZEMAN	MT	189	BUTTE DMA	15,935		
131	BUTTE	MT	189	BUTTE DMA	16,367		
335	HELENA	MT	207	HELENA DMA	14,496		
428	MISSOULA	MT	175	MISSOULA DMA	36,474	145,872	
015	ALAMOGORDO	NM	49	ALBUQUERQUE-SANTA FE DMA	9,771		
040	ALBUQUERQUE	NM	49	ALBUQUERQUE-SANTA FE DMA	168,485		
283	FARMINGTON	NM	49	ALBUQUERQUE-SANTA FE DMA	18,734		
338	HOBBS	NM	49	ALBUQUERQUE-SANTA FE DMA	11,863	208,853	
372	LAS CRUCES	NM	101	EL PASO DMA	22,056	22,056	
139	CARSON CITY	NV	123	RENO DMA	12,940		
707	SPARKS	NV	123	RENO DMA	7,018	19,958	
382	LAS VEGAS	NV	79	LAS VEGAS DMA	214,644	214,644	
094	BEND	OR	204	BEND DMA	26,094		
364	KLAMATH FALLS	OR	146	MEDFORD-KLAMATH FALLS DMA	18,278		
421	MEDFORD	OR	146	MEDFORD-KLAMATH FALLS DMA	31,770	76,142	
195	CORVALLIS	OR	114	EUGENE DMA	15,182		
265	EUGENE	OR	114	EUGENE DMA	79,617		
568	ROSEBURG	OR	114	EUGENE DMA	21,169	115,968	
530	PORTLAND	OR	27	PORTLAND, ORE. DMA	446,257	446,257	01
385	LOGAN	UT	41	SALT LAKE CITY DMA	15,107		01
487	OGDEN	UT	41	SALT LAKE CITY DMA	61,438		01
576	ST. GEORGE	UT	41	SALT LAKE CITY DMA	20,384		01
610	SALT LAKE CITY	UT	41	SALT LAKE CITY DMA	228,235	325,164	01
005	ABERDEEN	WA	13	SEATTLE-TACOMA DMA	17,615	17,615	01
504	PASCO/TRI CITIES	WA	124	YAKIMA DMA	42,553		
820	YAKIMA	WA	124	YAKIMA DMA	43,975	86,528	
683	SEATTLE	WA	13	SEATTLE-TACOMA DMA	503,544	503,544	
705	SPOKANE	WA	78	SPOKANE DMA	156,371	156,371	01
137	CASPER	WY	193	CASPER-RIVERTON DMA	37,214	37,214	

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PRINT AREAS AS OF December 18, 1994
CIRCULATION ABC FAS-FAX & PUBLISHERS REPORTS -- CIRCULATION 37,604,285
ZONE # - 5 MARKET UNITS - 40 NEWSPAPERS - 66 CIRCULATION 7,213,880

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PRODUCT - PHILIP MORRIS/MERIT
ISSUE DATE - 12/25/94 AD # - 8 AD CIRC - 5,899,319 SIZE- 1 4C QUEEN PAGE ADJ LINES - 87

CODE	MARKET UNITS		DMA #	DMA NAME	MARKET CIRCULATION	CLUSTER CIRCULATION
105	BIRMINGHAM	AL	51	BIRMINGHAM DMA	209,373	
311	GADSDEN	AL	51	BIRMINGHAM DMA	30,678	240,051
242	DOTHAN	AL	163	DOTHAN DMA	35,144	
486	OPELIKA	AL	121	COLUMBUS, GA. DMA	13,251	
771	TUSCALOOSA	AL	186	TUSCALOOSA DMA	41,615	90,010
284	FLORENCE	AL	88	HUNTSVILLE-DECATUR DMA	36,371	
347	HUNTSVILLE	AL	88	HUNTSVILLE-DECATUR DMA	84,910	121,281
430	MOBILE	AL	63	MOBILE-PENSACOLA DMA	118,588	118,588
442	MONTGOMERY	AL	110	MONTGOMERY DMA	78,046	78,046
215	DAYTONA BEACH	FL	24	ORLANDO-DAYTONA BEACH-MEL	121,143	
375	LEESBURG	FL	24	ORLANDO-DAYTONA BEACH-MEL	37,131	
478	OCALA	FL	24	ORLANDO-DAYTONA BEACH-MEL	55,384	213,658
288	FORT PIERCE	FL	46	WEST PALM BEACH-FORT PIER	30,749	
748	STUART	FL	46	WEST PALM BEACH-FORT PIER	45,830	
776	VERO BEACH	FL	46	WEST PALM BEACH-FORT PIER	36,601	113,180
790	WEST PALM BEACH	FL	46	WEST PALM BEACH-FORT PIER	237,659	237,659
294	FT WALTON BEACH	FL	63	MOBILE-PENSACOLA DMA	49,449	49,449
314	GAINSVILLE	FL	166	GAINESVILLE DMA	62,640	
755	TALLAHASSEE	FL	116	TALLAHASSEE-THOMASVILLE D	81,957	144,597
355	JACKSONVILLE	FL	56	JACKSONVILLE DMA	256,710	256,710
363	LAKELAND	FL	14	TAMPA-ST PETERSBURG DMA	105,576	105,576
667	SARASOTA	FL	14	TAMPA-ST PETERSBURG DMA	158,349	158,349
429	MIAMI	FL	16	MIAMI-FORT LAUDERDALE DMA	532,618	532,618
445	NAPLES	FL	92	FORT MYERS-NAPLES DMA	67,468	67,468
600	ST PETERSBURG	FL	14	TAMPA-ST PETERSBURG DMA	470,521	470,521
765	TAMPA	FL	14	TAMPA-ST PETERSBURG DMA	376,350	376,350
055	ATHENS	GA	11	ATLANTA DMA	34,902	34,902
057	ATLANTA	GA	11	ATLANTA DMA	723,016	723,016
060	AUGUSTA	GA	113	AUGUSTA, GA. DMA	102,859	
668	SAVANNAH	GA	103	SAVANNAH DMA	82,283	185,142
190	COLUMBUS	GA	121	COLUMBUS, GA. DMA	67,888	
410	MACON	GA	120	MACON DMA	105,755	
774	VALDOSTA	GA	116	TALLAHASSEE-THOMASVILLE D	19,221	192,864
052	ASHLAND	KY	55	CHARLESTON-HUNTINGTON DMA	25,358	25,358
115	BOWLING GREEN	KY	188	BOWLING GREEN DMA	25,226	25,226
367	LEXINGTON	KY	70	LEXINGTON DMA	166,823	166,823
492	OWENSBORO	KY	95	EVANSVILLE DMA	35,129	35,129
050	ASHEVILLE	NC	35	GREENVILLE-SPARTANBURG-AS	78,242	
337	HENDERSONVILLE	NC	35	GREENVILLE-SPARTANBURG-AS	20,709	98,951
129	BURLINGTON	NC	48	GREENSBORO-HIGH POINT-WIN	30,369	
815	WINSTON-SALEM	NC	48	GREENSBORO-HIGH POINT-WIN	104,101	134,470

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Parade Publications

PRINT AREAS AS OF December 18, 1994

CIRCULATION ABC FAS-FAX & PUBLISHERS REPORTS -- CIRCULATION 37,604,285

ZONE # - 5 MARKET UNITS - 40 NEWSPAPERS - 66 CIRCULATION 7,213,880

PRODUCT - PHILIP MORRIS/MERIT

ISSUE DATE - 12/25/94 AD # - 8 AD CIRC - 5,899,319 SIZE- 1 4C QUEEN PAGE ADJ LINES - 87

CODE	MARKET UNITS		DMA #	DMA NAME	MARKET CIRCULATION	CLUSTER CIRCULATION
160	CHARLOTTE	NC	31	CHARLOTTE DMA	304,518	304,518
282	FAYETTEVILLE	NC	33	RALEIGH-DURHAM DMA	84,133	
538	RALEIGH	NC	33	RALEIGH-DURHAM DMA	200,238	
564	ROCKY MOUNT	NC	33	RALEIGH-DURHAM DMA	16,591	300,962
315	GREENSBORO	NC	48	GREENSBORO-HIGH POINT-WIN	129,419	129,419
319	GREENVILLE	NC	105	GREENVILLE-NEW BERN-WASHI	21,441	
354	JACKSONVILLE	NC	105	GREENVILLE-NEW BERN-WASHI	25,443	46,884
811	WILMINGTON	NC	144	WILMINGTON, N. C. DMA	64,479	64,479
145	CHARLESTON	SC	106	CHARLESTON, S. C. DMA	126,808	
285	FLORENCE	SC	132	FLORENCE, S. C. DMA	32,742	
436	MYRTLE BEACH	SC	132	FLORENCE, S. C. DMA	47,764	207,314
189	COLUMBIA	SC	86	COLUMBIA, S. C. DMA	170,438	
749	SUMTER	SC	86	COLUMBIA, S. C. DMA	20,605	191,043
320	GREENVILLE	SC	35	GREENVILLE-SPARTANBURG-AS	143,868	
704	SPARTANBURG	SC	35	GREENVILLE-SPARTANBURG-AS	68,882	212,750
175	CHATTANOOGA	TN	83	CHATTANOOGA DMA	114,735	114,735
177	CLARKSVILLE	TN	32	NASHVILLE DMA	22,798	
188	COLUMBIA	TN	32	NASHVILLE DMA	13,776	
193	COOKEVILLE	TN	32	NASHVILLE DMA	12,833	
449	MURFREESBORO	TN	32	NASHVILLE DMA	18,868	68,275
357	JOHNSON CITY	TN	89	TRI-CITIES, TENN-VA. DMA	35,241	
362	KINGSPORT	TN	89	TRI-CITIES, TENN-VA. DMA	48,604	83,845
360	KNOXVILLE	TN	62	KNOXVILLE DMA	184,432	
444	MORRISTOWN	TN	62	KNOXVILLE DMA	24,928	209,360
417	MEMPHIS	TN	42	MEMPHIS DMA	284,304	284,304

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PRINT AREAS AS December 18, 1994

CIRCULATION ABC FAS-FAX & PUBLISHERS REPORTS -- CIRCULATION 37,604,285

ZONE # - 6 MARKET UNITS - 31 NEWSPAPERS - 54 CIRCULATION 6,036,935

PRODUCT - PHILIP MORRIS/MERIT

ISSUE DATE - 12/25/94 AD # - 8 AD CIRC - 5,899,319 SIZE- 1 4C QUEEN PAGE ADJ LINES - 87

CODE	MARKET UNITS		DMA #	DMA NAME	MARKET CIRCULATION	CLUSTER CIRCULATION	
097	BENTONVILLE	AR	119	FORT SMITH DMA	9,203		
281	FAYETTEVILLE	AR	119	FORT SMITH DMA	13,960	23,163	
383	JONESBORO	AR	174	JONESBORO DMA	29,873	29,873	
381	LITTLE ROCK	AR	57	LITTLE ROCK-PINE BLUFF DM	299,172		
515	PINE BLUFF	AR	57	LITTLE ROCK-PINE BLUFF DM	21,612	320,784	
516	PITTSBURG	KS	147	JOPLIN-PITTSBURG DMA	11,850		
760	TOPEKA	KS	139	TOPEKA DMA	73,725	85,575	
805	WICHITA	KS	61	WICHITA-HUTCHNSN,ENSIGN,C	190,730	190,730	
080	BATON ROUGE	LA	96	BATON ROUGE DMA	139,052	139,052	
343	HOUMA	LA	40	NEW ORLEANS-DMA	21,487	21,487	
373	LAFAYETTE	LA	118	LAFAYETTE, LA. DMA	44,513		
374	LAKE CHARLES	LA	176	LAKE CHARLES DMA	41,921	86,434	
466	NEW ORLEANS	LA	40	NEW ORLEANS-DMA	323,538	323,538	
102	BILOXI	MS	160	BILOXI-GULFPORT DMA	54,691		
191	COLUMBUS	MS	131	COLUMBUS-TUPELO-WEST POIN	15,400		
321	GREENWOOD	MS	173	GREENWOOD-GREENVILLE, MS	9,099		
394	LAUREL	MS	167	HATTIESBURG-LAUREL DMA	9,500		
432	MERIDIAN	MS	180	MERIDIAN DMA	22,736		
502	PASCAGOULA	MS	160	BILOXI-GULFPORT DMA	23,062	134,488	
419	MCCOMB	MS	87	JACKSON, MISS. DMA	12,511		
777	VICKSBURG	MS	87	JACKSON, MISS. DMA	14,876	27,387	
133	CAPE GIRARDEAU	MO	73	PADUCAH-CAPE GIRARDEAU-HA	19,783	19,783	
356	JEFFERSON CITY	MO	152	COLUMBIA-JEFFERSON CITY,	23,910		
359	JOPLIN	MO	147	JOPLIN-PITTSBURG DMA	45,377		
580	ST JOSEPH	MO	183	ST. JOSEPH MO DMA	47,873	117,160	
351	KANSAS CITY	MO	30	KANSAS CITY DMA	434,347	434,347	01
585	ST LOUIS	MO	19	ST. LOUIS DMA	563,462	563,462	
607	SEDALIA	MO	30	KANSAS CITY DMA	14,435	14,435	01
075	BARTLESVILLE	OK	60	TULSA DMA	15,155	15,155	
482	OKLAHOMA CITY	OK	45	OKLAHOMA CITY DMA	326,329	326,329	
038	AMARILLO	TX	128	AMARILLO DMA	76,526		
101	BIG SPRING	TX	154	ODESSA-MIDLAND DMA	8,882		
400	LUBBOCK	TX	150	LUBBOCK DMA	78,406		
481	ODESSA	TX	154	ODESSA-MIDLAND DMA	33,930		
618	SAN ANGELO	TX	190	SAN ANGELO DMA	39,654		
806	WICHITA FALLS	TX	140	WICHITA FALLS-LAWTON DMA	48,137	285,535	
062	AUSTIN	TX	66	AUSTIN DMA	235,871	235,871	
090	BEAUMONT	TX	135	BEAUMONT-PORT ARTHUR DMA	83,598		
488	ORANGE	TX	135	BEAUMONT-PORT ARTHUR DMA	13,750		
521	PORT ARTHUR	TX	135	BEAUMONT-PORT ARTHUR DMA	24,000	121,348	
194	CORPUS CHRISTI	TX	130	CORPUS CHRISTI DMA	97,957	97,957	
205	DALLAS	TX	8	DALLAS-FORT WORTH DMA	841,576	841,576	
226	DEL RIO	TX	39	SAN ANTONIO DMA	6,914		
387	KERRVILLE	TX	39	SAN ANTONIO DMA	11,172	18,086	

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PRINT AREAS AS OF December 18, 1994

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CODE	MARKET UNITS		DMA #	DMA NAME	MARKET CIRCULATION	CLUSTER CIRCULATION	
300	FORT WORTH	TX	8	DALLAS-FORT WORTH DMA	350,218	350,218	
328	HARLINGEN	TX	115	HARLINGEN-WESLACO-BROWNVI	35,019		
361	KILGORE	TX	122	TYLER DMA	5,500		
403	LUFKIN	TX	122	TYLER DMA	16,809		
418	MC ALLEN	TX	115	HARLINGEN-WESLACO-BROWNVI	51,468	108,796	
344	HOUSTON	TX	10	HOUSTON DMA	605,343	605,343	
409	MARSHALL	TX	67	SHREVEPORT DMA	10,476	10,476	
622	SAN ANTONIO	TX	39	SAN ANTONIO DMA	406,927	406,927	
686	SHERMAN	TX	8	DALLAS-FORT WORTH DMA	21,215	21,215	
781	WACO	TX	97	WACO-TEMPLE DMA	60,405	60,405	

COPYSPLIT/MARKET SUMMARY ZONE#S INCLUDED IF GROUP COPYSPLIT

TOTAL MARKETS 46 MARKETS

THIS AD HAS NO BROKEN CLUSTERS

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